



^ New package design; Front panels for three pound bags of frozen berries

Packaging sets a new standard for the brand

Business

A family-owned grower, processor, packer and shipper of frozen berries—primarily for club stores across the country

Audience

Retail buyers in club stores; end consumer in Sam's Club

Challenge

In a very short timeframe, create a completely new, upscale look for two club store bags of frozen berries to stand out from the generic berry packaging of the past; establish elements for an updated Townsend Farms brand while incorporating the current logo and updated theme—From Field to Farm to Family

Strategy

Define packaging system and information architecture; direct photographic style that clearly shows the product; incorporate typography treatment with upscale sensibilities; provide system color palette that quickly differentiates between Blueberry and Triple Berry Blend and allows for easy product extension; incorporate metallic ink to enhance upscale presentation

Results

Buyer response was "wow!"; Townsend Farms is developing a full scope of communications to build on the look and feel of the package design

"We love our new look, what a difference! And we have a very happy customer, too!"

— Heidi Bitz, Account Manager and third generation Townsend